

The background of the slide features a close-up photograph of traditional Chinese decorative elements. On the left, there are several tassels made of blue and red braided cords. Attached to these are numerous circular, gold-colored coins with intricate designs, likely representing the 'wan' symbol. The tassels and coins are arranged vertically, creating a textured, layered appearance. The colors are vibrant, with the red and blue of the cords contrasting against the metallic gold of the coins.

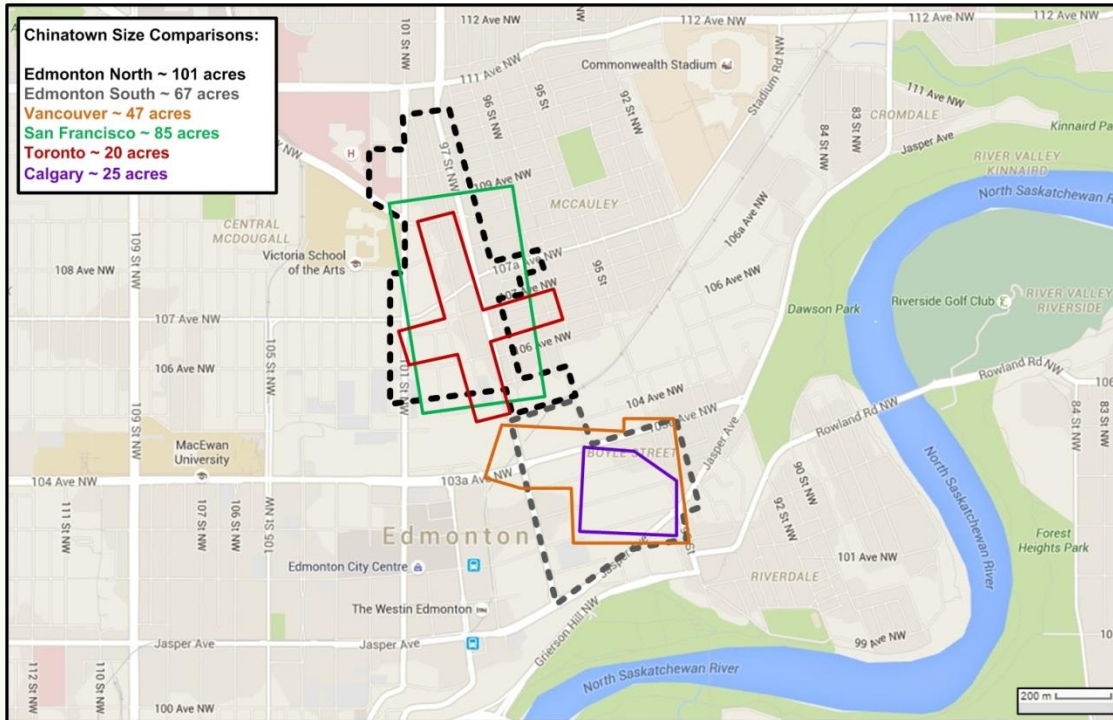
Edmonton

# Chinatown Economic Plan

Community Workshop #2  
Proposed Economic Development Strategies

April 21, 2016

# Edmonton's Chinatown



Edmonton's Chinatown is twice the size of San Francisco's and four times bigger than Vancouver's, with only 25% to 50% of the metro area population.

With two geographic areas that serve different functions, there is a need to focus investment to have maximum impact on economic development.

- Not feasible in the short or medium term to connect the two areas physically – the market won't support that scale of development
- Chinatowns require culture and commerce to flourish, ideally integrated into a concentrated area
- Any successful cultural district requires a critical mass of activity to be successful

# Area Assessment and Opportunities

## Chinatown South

- Historic roots of Chinatown
- Quarters Plan will result in change, need to ensure that it will support the cultural node
- Many ways to commemorate these historic roots – urban design, public art,

## Chinatown North

- Existing commercial district
- Focus of economic development in short and medium term
- Allows for concentration of resources in smaller area with greater return on investment

## Chinese Garden

- High quality cultural attraction with growth potential
- Strategies to connect with Chinatown through marketing, programming, and possibly a smaller secondary attraction or marketing piece

# Economic Development Zone



A proposed approach is to develop a defined economic development zone through the following strategies and core principles:

- utilize and enhance existing physical assets
- cultivate safety and security of the area
- establish implementation models to integrate community groups and collaborate efforts
- create a destination



# Strategy:

## Utilize and Enhance Physical Assets

Urban design and physical amenities such as parks, plazas, and other public spaces are essential to the success of most Chinatowns. While this will be explored more in the next phase of work, there are several physical assets identified through this process.



### Chinese Garden

- Tremendous asset, potential to be unique visitor destination
- Physically separated from Chinatown
- Opportunities for joint marketing / programming



### 97 Street

- Main retail core
- Walking / pedestrian area
- Urban design focused here
- Maintain retail on ground floors, focus on vacant lots
- Focus cleanup efforts



### 101 Street

- Secondary retail core areas
- Larger parcels – opportunity for bigger mixed-use, residential projects and attractions



### Mary Burlie Park

- Tremendous potential
- Place for celebrations

# Strategy:

## Physical Assets (cont.)



### **97 Street Rail Bridge: Will removal support economic development goals?**

- Heritage - last rail crossing in the City, connection to Chinese immigrants
- Connection east to west: bike lane and pedestrian corridor
- Opportunity for a brilliant entranceway to Chinatown
- Proximity to RAM and opportunity for Mary Burlic Park reconfiguration
- Opportunity to partner with area developers
- Key wayfinding feature that could draw visitors

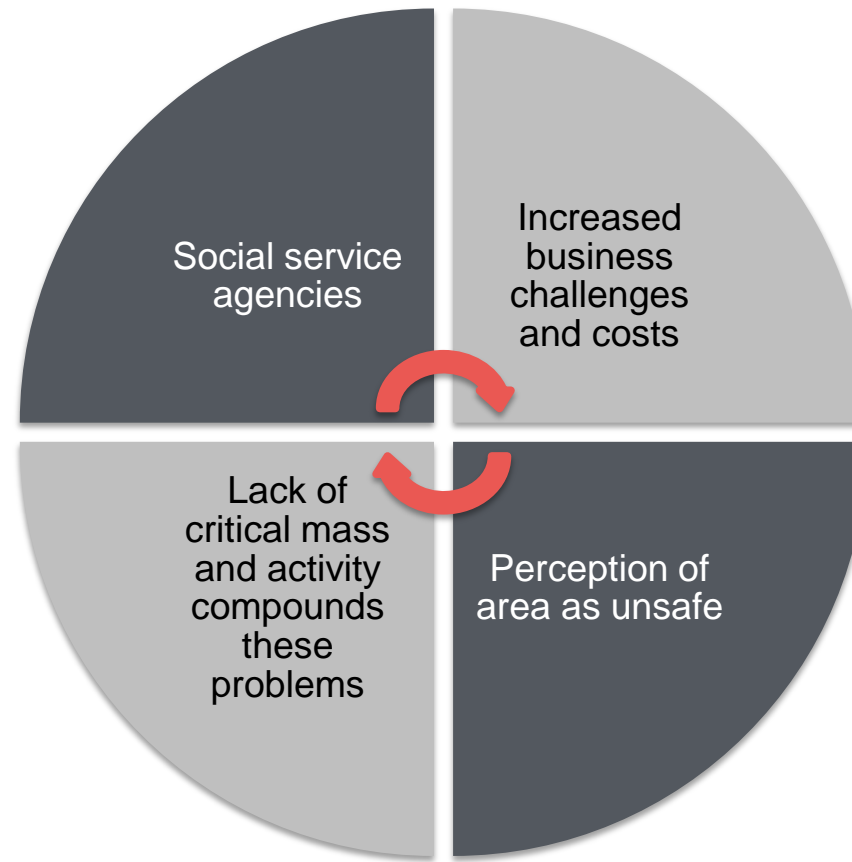


### **Harbin Gate:**

- Symbol of relationship and of celebration of partnership and friendship/kinship
- Assets should be complimentary to the focused zone
- Chinatown Gate normally defines entrance to business district

# Core Principle: Cultivate Safety and Security

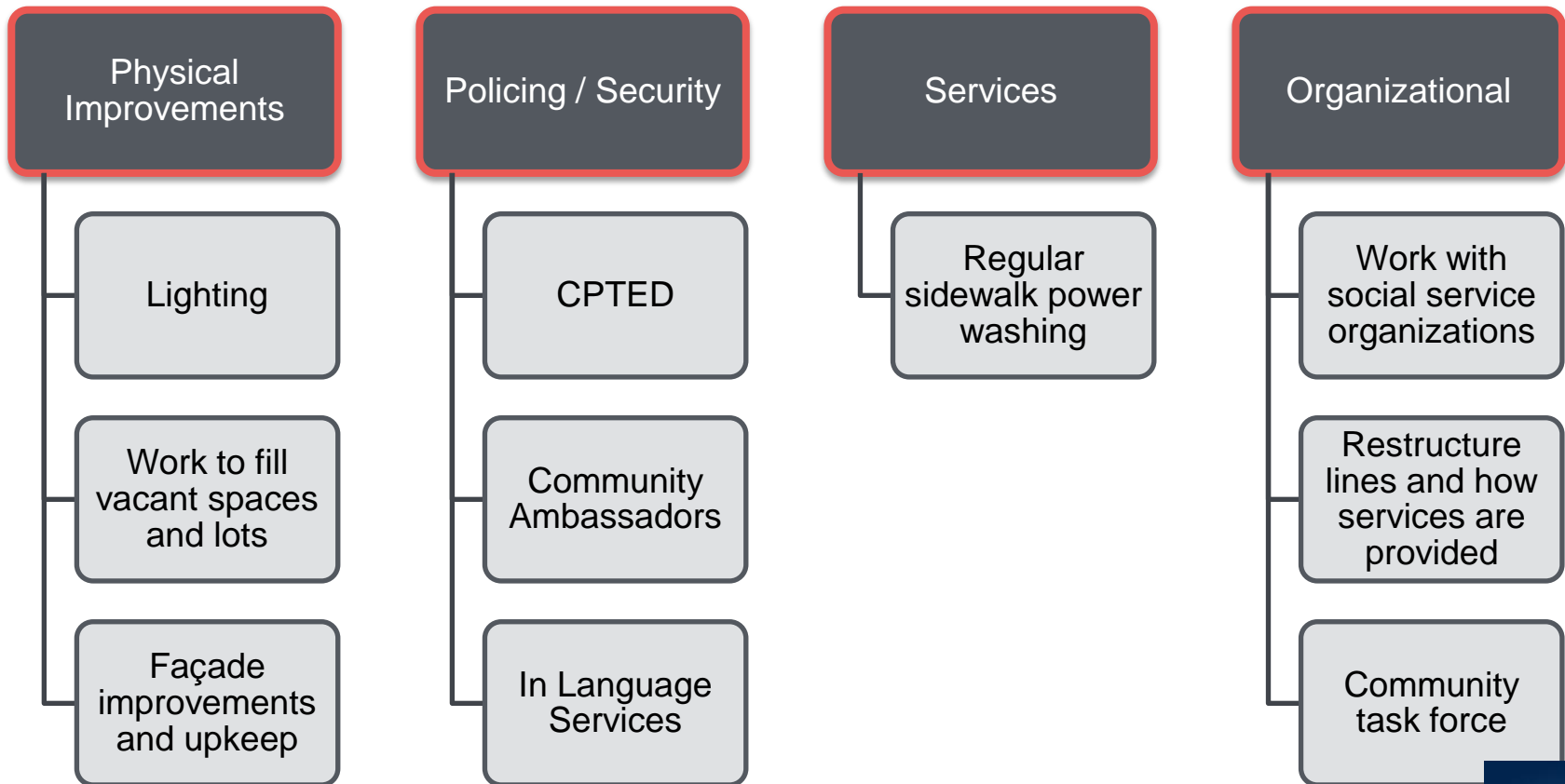
Current challenges in the area include:



# Core Principle:

## Safety and Security (cont.)

Need a *Call to Action* for all levels of community and government to work with agencies and police on managing safety and security issues in Chinatown.





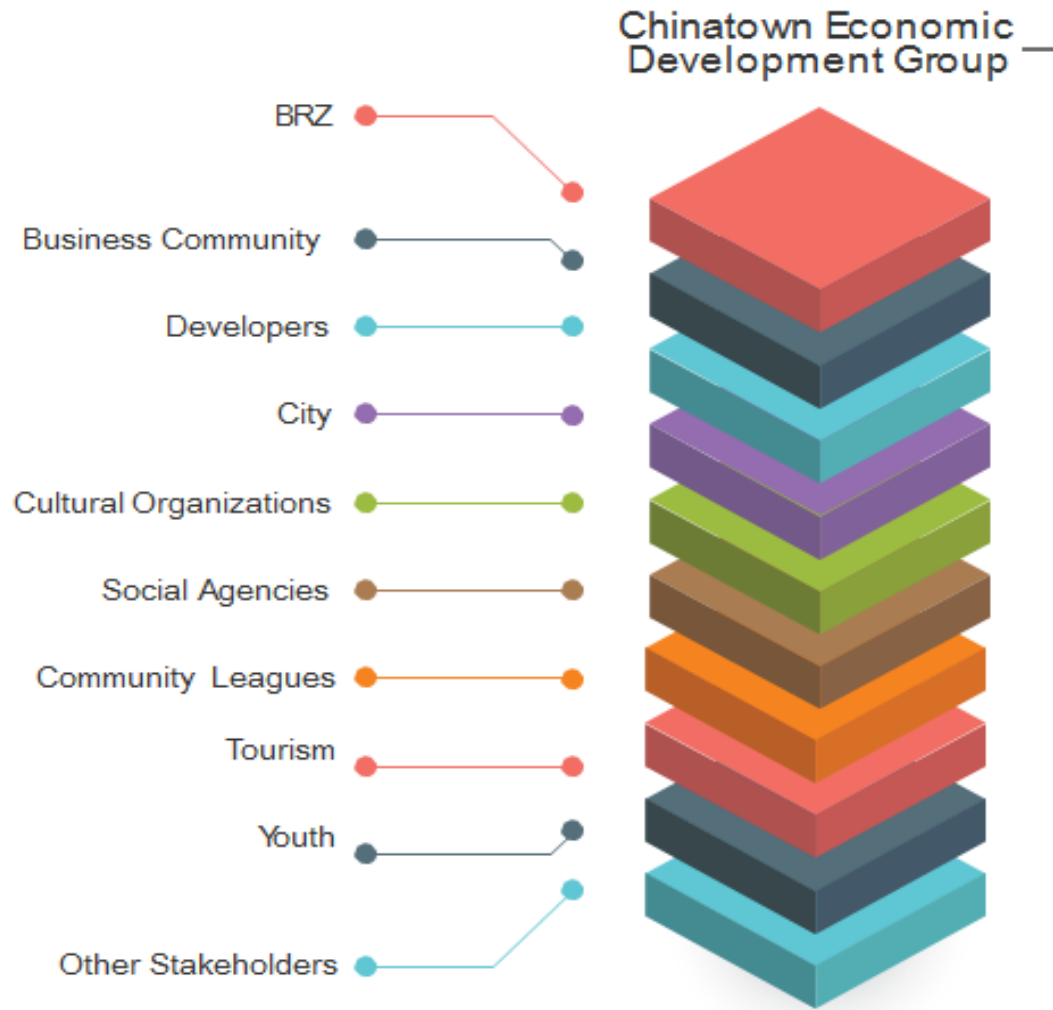
# Core Principle: Implementation Models

- Active groups and individuals, but not enough integration of efforts; relies on informal personal connections
- New structure is needed to:
  - Increase capacity
  - Bring additional resources to Chinatown
  - Increase partnerships with external organization
  - Integrate efforts of individuals and organizations



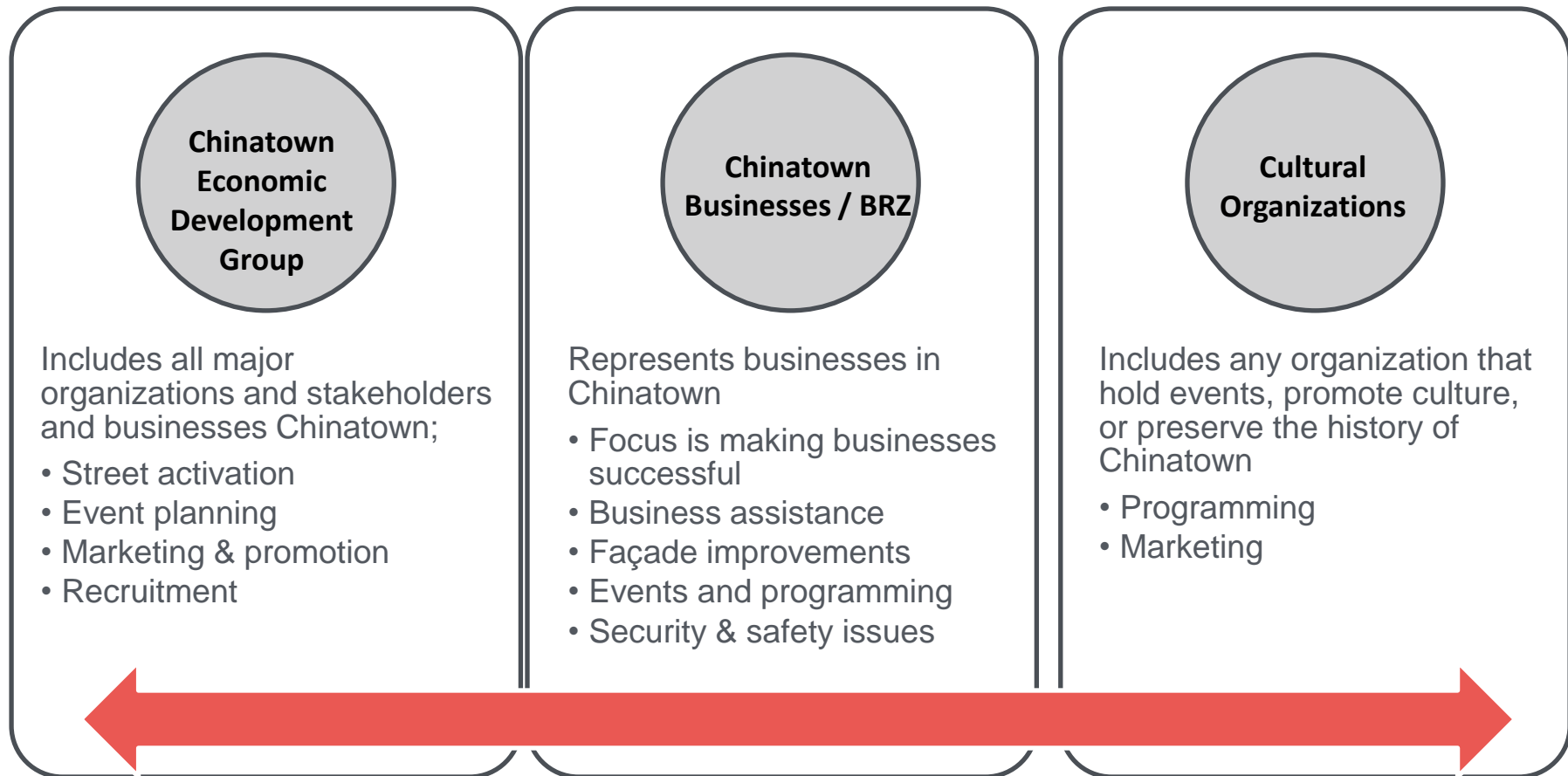
# Core Principle:

## Implementation Models (cont.)



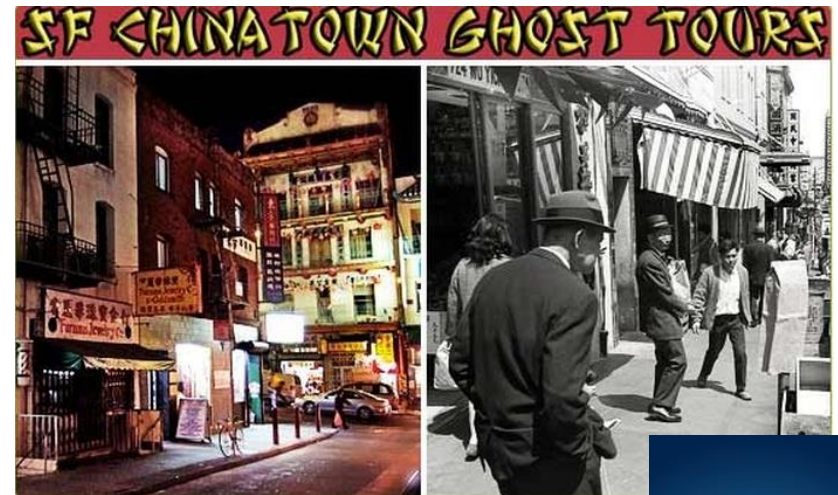
# Core Principle:

## Implementation Models (cont.)



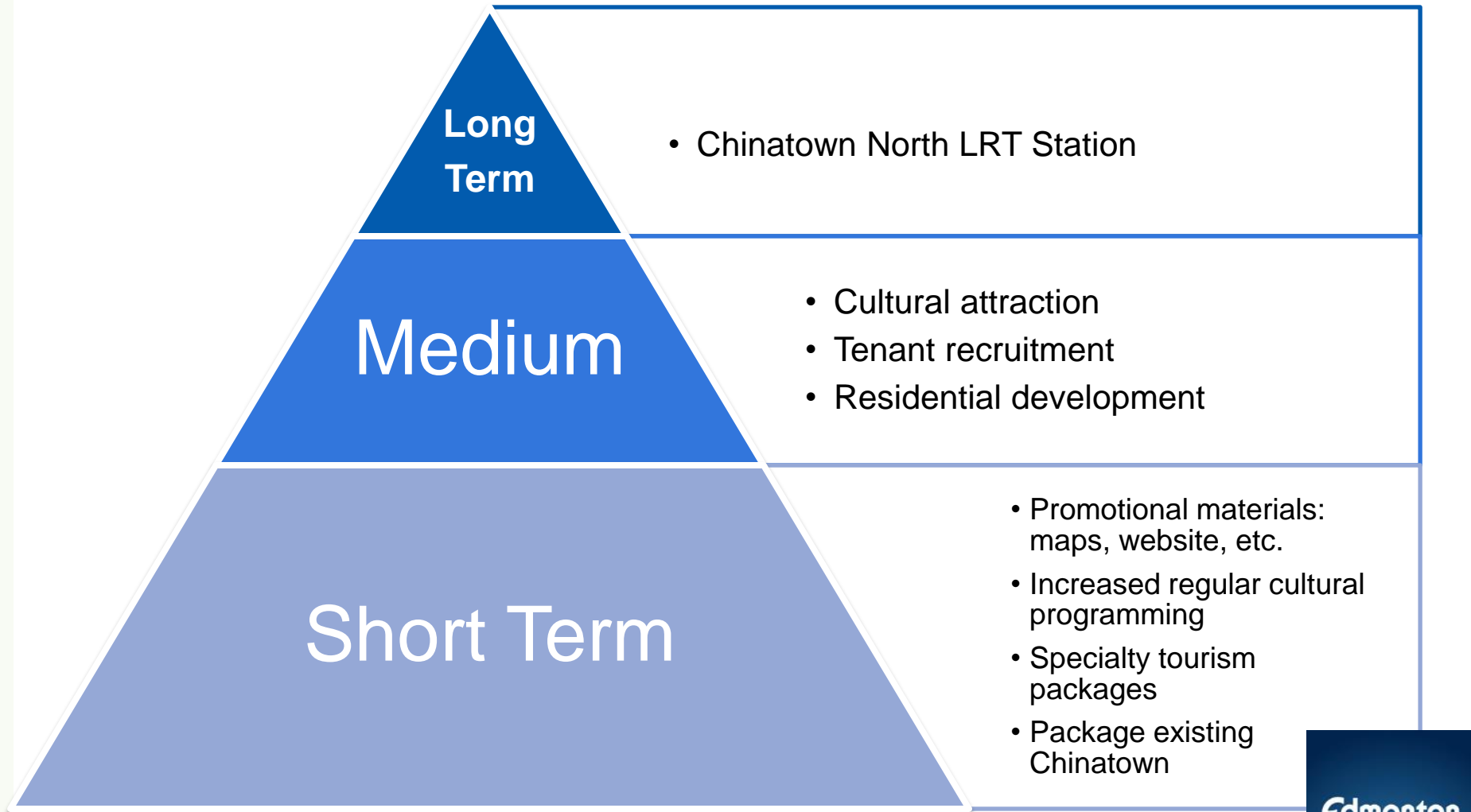
# Strategy: Create a Destination

- Successful Chinatowns all over the world are destinations for residents and tourists
- Mix of small scale pedestrian environment experiences and larger more formal attractions
- Includes retail experiences, cultural attractions, festivals, programming, walking tours, food exploration, and interpreted or non-interpreted visits to Chinese herbal shops, food tours (i.e. fortune cookie factory, homemade dumpling shop), temples, music, or other small specialty experiences



# Strategy:

## Create a Destination (cont.)





## Next Steps

This information, combined with ongoing community consultation, will help develop recommendations and strategies for the Economic Development Plan. The plan will then be shared with Executive Committee of Council for their consideration and direction.

If you have additional questions or feedback, please visit:  
[edmonton.ca/chinatown](http://edmonton.ca/chinatown)